



March 7th 2014

Johnathan Chambers
Chief, Office of Strategic Planning and Policy Analysis
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: Rural Broadband Experiment Docket 10-90 Expression of Interest

Dear Mr. Chambers,

Florida Cable, Inc. with great pleasure provides this “Expression of Interest” regarding the Rural Broadband Experiments announced to provide scalable high-speed broadband services to underserved high-cost areas.

Florida Cable deeply appreciates the opportunity from the FCC to provide the expression of interest request to fund the Rural Broadband Experiment. If you have any further questions, please contact signatory at the below contact information.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'D. Suarez', on a light yellow rectangular background.

David S. Suarez
Chief Executive Officer

23505 State Road 40, Astor, FL 32102

Phone 352.759.2788, Fax 352.759.2811, Web www.floridacable.com

Background of Florida Cable:

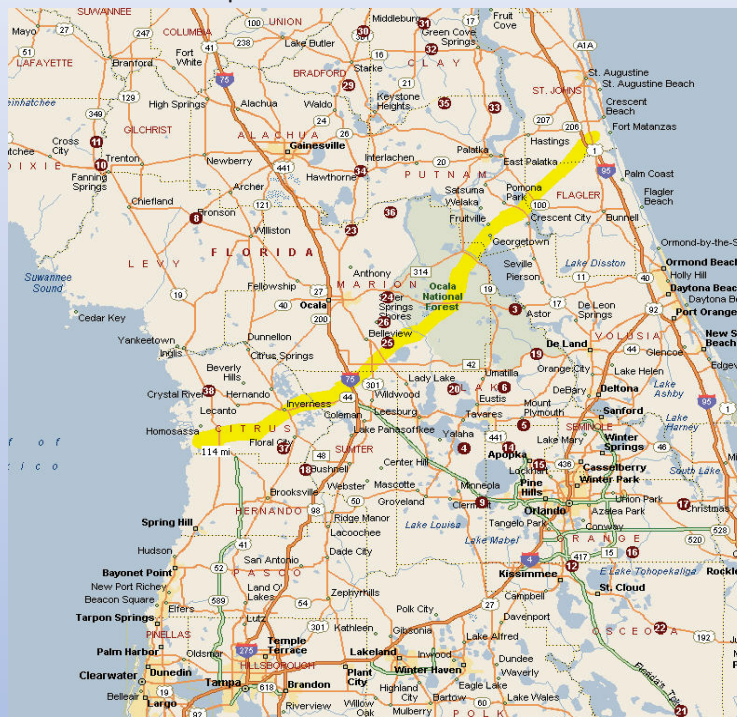
Florida Cable, Inc. ("Florida Cable") is a Florida Statewide Franchised Video provider who provides Video ("Video"), high-speed Internet ("HSI") and Phone ("Phone") services in residential and business subscribers alike, within rural and urban areas primarily in Lake, Volusia, Marion, Putnam, Orange, Clay, Citrus, Gilchrist, Osceola, Bradford, Hernando, Levy, and Dixie counties.

Florida Cable, Inc. is an independently owned and operated company that has provided cable services to the residents and businesses of Florida since 1983. As of March 2014, Florida Cable serves over 10,000 subscribers in multiple counties in Central and North Florida with a Hybrid-Fiber Coaxial and GPON Fiber-to-the-Home systems. Florida Cable service areas passes 109,000 residential homes and 20,000 commercial businesses throughout geographical regions served.

Florida Cable, Inc. offers various programming packages depending on the plant capacity of each system. Florida Cable receives programming primarily through the National Cable Television Cooperative "NCTC". The company has 38 fulltime employees on its payroll. Florida Cable's central operations and customer service center are located in Astor, Florida, with a regional office located in Dunnellon, FL and Clermont, FL.

The 36 markets spanning Lake, Volusia, Marion, Putnam, Orange, Clay, Citrus, Gilchrist, Osceola, Bradford, Hernando, Levy, and Dixie counties area in central Florida from as far north as Clay and Bradford Counties to Osceola County to the south.

Figure 1 presents a map of the area served by Florida Cable – the locations of the company's 36 systems are shown on the map.



The basic premise of Florida Cable rural plan is that households and anchor institutions throughout Central and North Florida will demand increasing amounts of bandwidth. To be competitive, it is essential to be able to scale bandwidth to the individual residential subscriber and anchor institutions in an economical manner. We believe that today's high-end bandwidth users will be tomorrow standard user, so we must prepare and support the economic development of these very underserved areas. Providing the proper technology to these technology-starved areas will enhance not only the residential subscribers lifestyle, but also will provide many Anchor Institutions (Schools, Health Care, Libraries, etc....) with the needed technology to enhance their needs, for example; Education with distance learning, Health Care wellness with telemedicine, etc....

Anchor Institutions:

Florida Cable currently partners and serves many Anchor Institutions to include, School Districts, Health Care both long and short-term, Libraries, Fire Houses, Police Stations, as well as commercial businesses. Florida Cable's intent is to continue to provide critical technology needs to these very important parts of our rural communities.

Partnerships:

Florida Cable embraces the essence of partnerships with all we do in business each and everyday. With this business philosophy, we have been able to forge successful partnerships with local utilities or municipalities, third party networking fiber distribution, other private Cable and or CLEC companies and wireless carriers throughout Central and North Florida. It is this embraced partnership philosophy that has allowed Florida Cable and our partners to have a very successful relationships together. Otherwise which would have never been possible with each company standing alone.

Services Offered:

All services will be individual or bundled offerings for voice, video, and data. Voice will include local and long distance with all custom calling features and voice mail services and the video service to be provided will offer up to 350 total channels. Pay-Per-View "PPV" services will be offered in the service areas. The digital tier will operate with "on screen" programming guide via gateway, STB or DVR's. The network will facilitate streaming of Over-the-Top (OTT) and TV Everywhere services. The data service will be provided, at multiple speeds, up to 100 Mbps for Internet connection. Data service includes e-mail, IP addresses, server storage, backups, and parental control. Florida Cable will also provide help desk, network installation, and network maintenance.

Technology Solution:

The new rural service area construction will be RFoG technology incorporating a 1 by 32 split. RFoG (RF over Glass) is a technology which cable operators utilize to deliver services over a PON (Passive Optical Network). It is sometimes known as RFoG/PON. DOCSIS services are carried within the standard CATV forward and reverse RF spectrum. This allows a service provider to offer triple play voice/data/video in the same manner as HFC (Hybrid Fiber/Coax). The VoIP service will operate off a new soft-switch using existing Telcordia standards and meeting FCC requirements.

The new video upgrades will operate using MPEG-4 and TV Everywhere video encoding standards. Over the Top will be supported via customer owned devices connected to the modems. Set-top boxes and Digital Home Gateways will provide DVR functionality. All data equipment routers, switches and servers use current ITU standards with up-to date RFCs. All VoIP and data services will meet the requirements for CALEA.

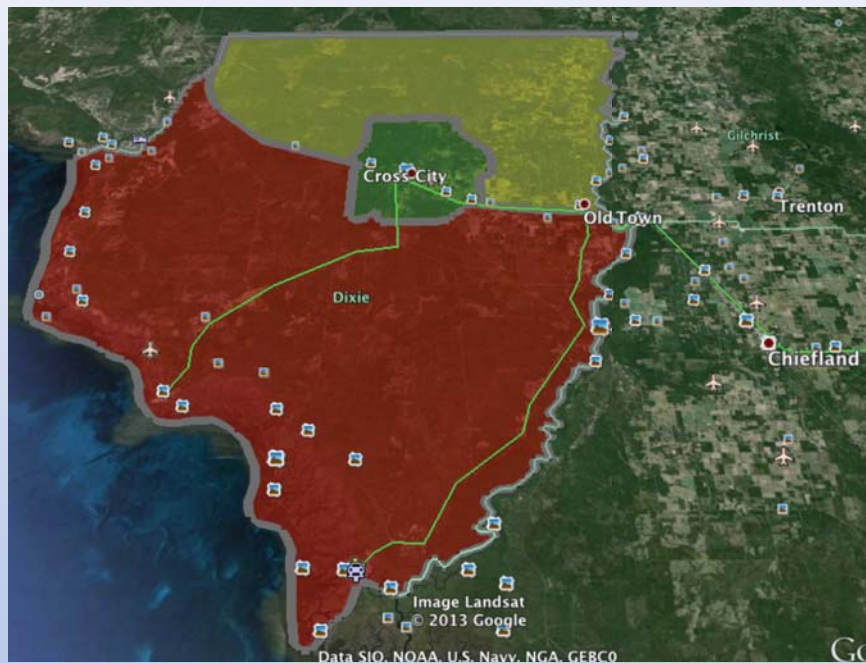
The FTTH system will transport service from the head-end/office to every splitter cabinet. At the splitter cabinet, the FTTH equipment will extend service to every household and business in the census blocks. The DOCSIS 3.0 Standard allows eight (8) 6MHz Downstream Channels to be bonded, which will provide a downstream throughput of 343.04 Mbps. In the Upstream direction, four (4) channels can be bonded to provide an upstream throughput of 122.88 Mbps.

The solution exceeds the 4/1 Mbps broadband lending speed in the program and the system can expand to offer 155 Mbps down and 120 Mbps up, per subscriber if desired at any time. All long haul fiber transport will have 10Gbps capabilities and support future needs of both residential and anchor institutions alike.

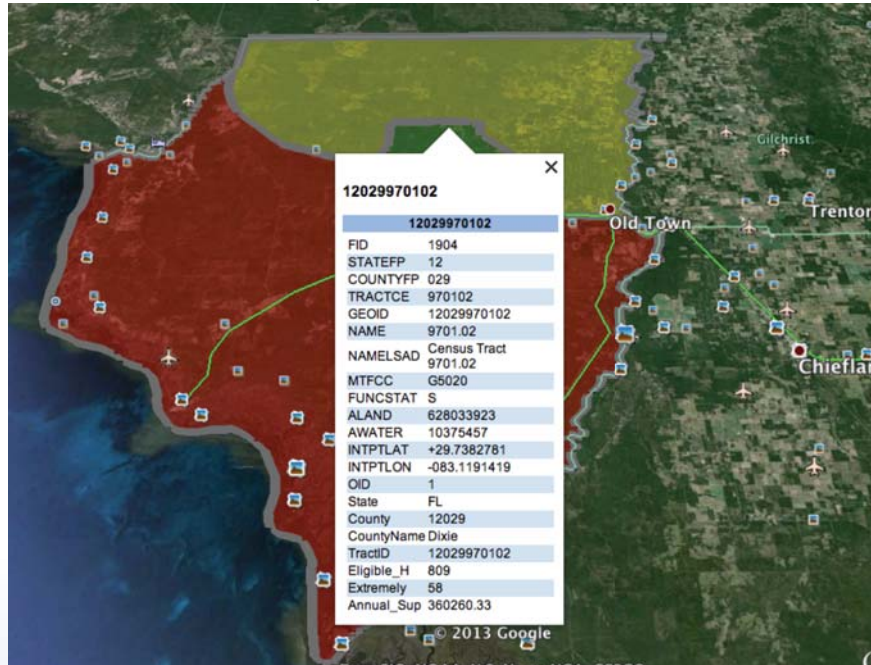
Proposed Broadband Experiment Pilot Area:

Florida Cable's proposed service area is in the North West portion of the Florida Panhandle that includes Dixie County Florida. The maps developed below show the proposed rural project area.

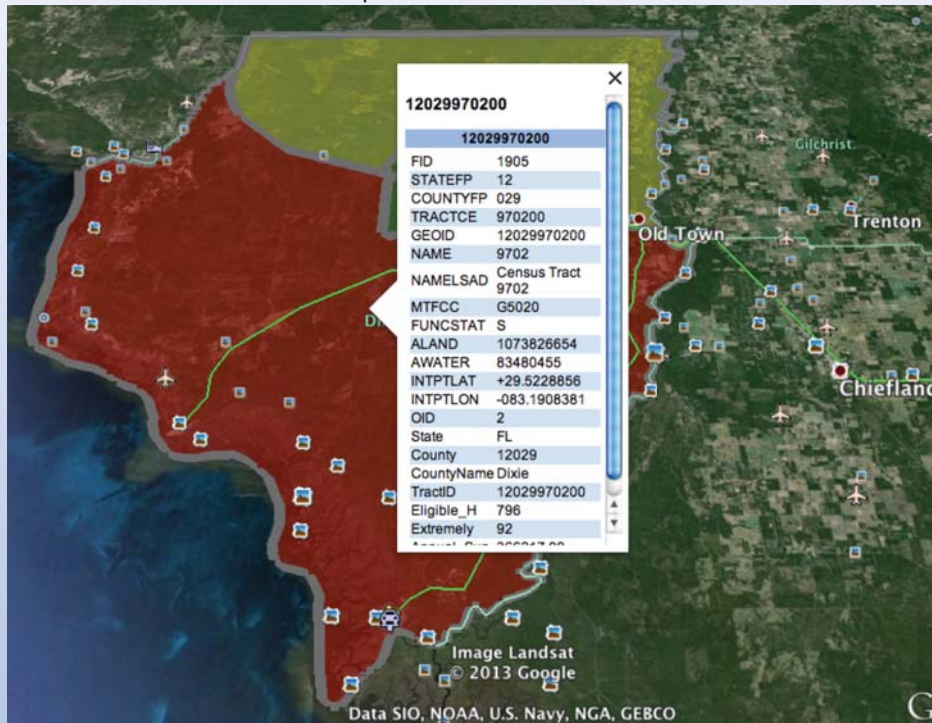
Map 1 shows overall area broken down in three sections:



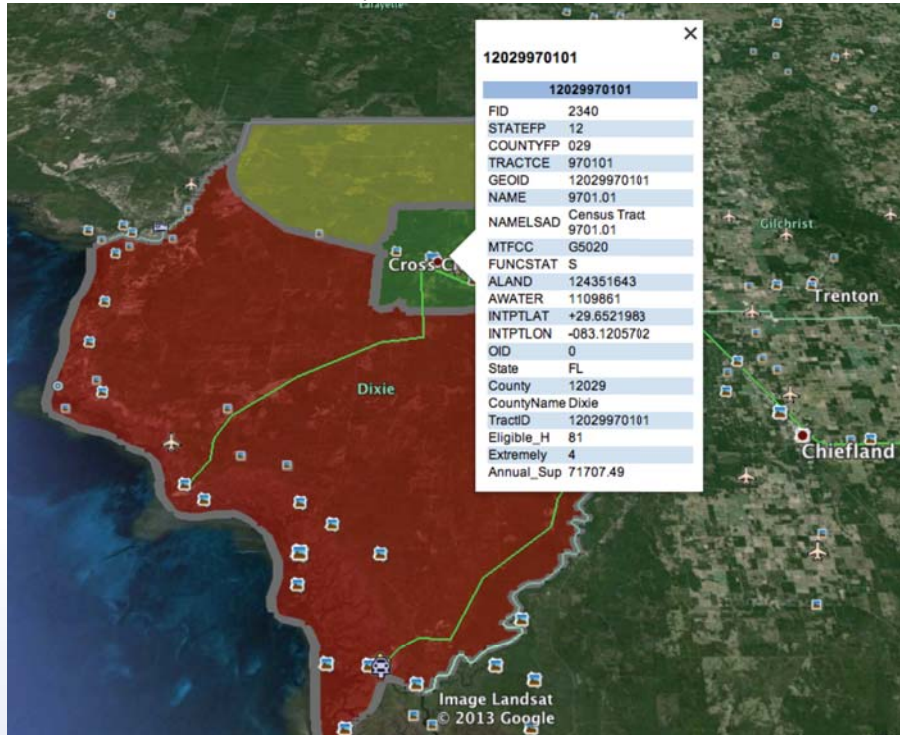
Map 2 shows Area 1 broken down per the sub-area data:



Map 3 shows Area 2 broken down per the sub-area data:



Map 4 shows Area 3 broken down per the sub-area data:



Estimated Cost:

The following is a breakdown of the estimated costs for the rural area of Dixie County Florida.

- Network Access Equipment \$ 1,261,800
- Outside Plant \$17,506,620
- Building and Fixtures \$ 221,655
- Customer Preimise Equipment \$965,040
- Operating Equipment \$ 68,500
- Professional Services \$ 100,000
- **Total Cost \$ 20,123,615**

Florida Cable is requesting funding of \$ 20,123,615 to build out the pilot area outlined within this Expression of Interest letter.

Summary:

The proposed system is designed to support service to homes or anchor institutions passed. The FTTH design using RFoG/PON technology provides extremely high bandwidth with minimal requirements for future upgrades to support future services. Overall performance of the network is best served by the fact that fiber is not subject to interference issues caused by power influence or system ingress and egress issues that copper cable plant encounters. It also is not bandwidth limited in terms of growth capacity. In addition, the FTTH design is very reliable and has a very low maintenance cost. The Fiber plant also has a longer life as compared to copper cable or wireless and offers greater bandwidth in terms of individual user network capacity and will serve this region of many years to come.